
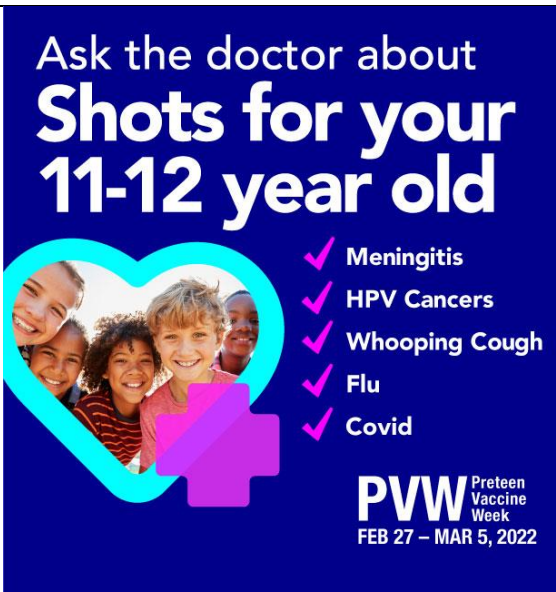





## PRE-TEEN VACCINE WEEK: SOCIAL MEDIA MESSAGES

These social media messages are designed for coalitions, groups, individuals, and other immunization stakeholders to use in their educational and outreach efforts during **PRE-TEEN VACCINE WEEK, FEBRUARY 27<sup>th</sup> – MARCH 5<sup>th</sup>**. Partners may also use them to craft content for other communications, including websites, e-mails, and newsletters.

Messaging is divided by topic and suggested timeline for sharing:

DAY	Message	Image
<p>Sunday, February 27th</p> <p><b>Intro Vaccine Message</b></p>	<p>Preteens need vaccines to prevent serious diseases.</p> <p>Are your kids vaccinated?</p> <p>#PreteenVaxCA</p> <p><a href="https://tinyurl.com/PreteenVaccineWeek">https://tinyurl.com/PreteenVaccineWeek</a></p>	
<p>Monday, February 28th</p> <p><b>General Vaccine Message</b></p>	<p>Getting back to normal includes catching up on routine preteen vaccines. Make sure your preteen is safe during and after the pandemic.</p> <p>#PreteenVaxCA</p> <p><a href="https://tinyurl.com/PreteenVaccineWeek">https://tinyurl.com/PreteenVaccineWeek</a></p>	

<p>Tuesday, March 1<sup>st</sup></p> <p><b>COVID-19 Vaccination</b></p>	<p>It's time to take the most important step to protect our kids from COVID-19. Get them vaccinated today. Talk to your child's healthcare provider or visit <a href="https://tinyurl.com/PreteenVaxCA">MyTurn.ca.gov</a> to make an appointment. #PreteenVaxCA</p> <p><a href="https://tinyurl.com/PreteenVaccineWeek">https://tinyurl.com/PreteenVaccineWeek</a></p>	 <div data-bbox="737 472 1365 800"> <p><b>VACCINATE KIDS 5+ TO PROTECT THEM FROM COVID-19</b></p> <p><b>Talk to your child's doctor or visit MyTurn.ca.gov</b></p> </div>
<p>Wednesday, March 2nd</p> <p><b>Pertussis Vaccination (Tdap)</b></p>	<p>All incoming 7th graders in California must show proof of Tdap vaccination and 2 doses of chickenpox before entry. Make sure your student is ready for school by scheduling their preteen vaccine appointment today! #PreteenVaxCA</p> <p><a href="https://tinyurl.com/PreteenVaccineWeek">https://tinyurl.com/PreteenVaccineWeek</a></p>	<div data-bbox="760 856 1377 898"> <p><b>ALL ABOUT WHOOPING COUGH</b></p> </div> <div data-bbox="760 932 1377 1079">  <p>One person with pertussis can infect up to <b>15 other people</b></p> </div> <div data-bbox="760 1121 1377 1310"> <p>2019 vs 2020: Tdap vaccination dropped 21% in adolescents age 11-13 years in California</p>  <p><b>↓ 21%</b></p> <p><b>DROP IN TDAP VACCINATION AGE 11-13</b></p> </div> <div data-bbox="802 1344 1377 1486">  <p>California law requires that incoming 7th grade students are immunized with Tdap (Tetanus, Diphtheria and Pertussis).</p> <p>Data Source: CDC</p> </div>

<p>Thursday, March 3<sup>rd</sup></p> <p><b>Meningococcal Vaccination (MenACWY)</b></p>	<p>A lot of parents never find out where their children picked up bacterial meningitis; just sharing a soda might bring infection. Shield your precious preteen with the MenACWY vaccine. #PreteenVaxCA</p> <p><a href="https://tinyurl.com/PreteenVaccineWeek">https://tinyurl.com/PreteenVaccineWeek</a></p>	 <p><b>ALL ABOUT MENINGITIS</b></p> <p><b>90%</b></p> <p>MenACWY vaccine has decreased rates of meningococcal disease by 90%</p> <p><b>Vaccine recommendations are:</b></p> <ul style="list-style-type: none"> <li>One dose of MenACWY vaccine at age 11-12</li> <li>Booster dose of MenACWY vaccine at age 16</li> <li>Two doses of MenB vaccine at age 16-23</li> </ul> <p>Survivors can have long-term disabilities, such as loss of limb(s), deafness, nervous system problems, or brain damage</p> <p><b>DEATHS</b> 10% IN TEENS WHO GET THE DISEASE</p> <p><b>LONG TERM DISABILITY</b> 15% IN TEENS WHO GET THE DISEASE</p> <p>Data Source: CDC</p>
<p>Friday, March 4<sup>th</sup></p> <p><b>HPV Vaccination</b></p>	<p>Matthew decided it was important for him to get the HPV vaccine after a difficult experience. <a href="#">Read his story here.</a></p> <p>The HPV Vaccine is recommended for age 11 or 12 years. Vaccination can be started at 9 years old.</p> <p>#PreteenVaxCA #HPVAwarenessDay</p> <p><a href="https://tinyurl.com/PreteenVaccineWeek">https://tinyurl.com/PreteenVaccineWeek</a></p>	 <p><b>"I HAD A LOT OF QUESTIONS AND I WAS REALLY SCARED... MOST OF ALL, I WANTED TO KNOW IF MY DAD WAS GOING TO DIE."</b> -MATTHEW</p> <p>READ MATTHEW'S STORY ABOUT SUPPORTING HIS DAD THROUGH HPV THROAT CANCER TREATMENT AT <a href="http://SHOTBYSHOT.ORG">SHOTBYSHOT.ORG</a></p> <p>CA Immunization Coalition</p>
<p>Saturday, March 5<sup>th</sup></p> <p><b>General Preteen Vaccine Week Info</b></p>	<p>You can't protect your preteen every minute, but immunizing your child is one way to ensure they are protected from dangerous diseases now and for the years ahead.</p> <p>#PreteenVaxCA #BeCOVIDSafe</p> <p><a href="https://tinyurl.com/PreteenVaccineWeek">https://tinyurl.com/PreteenVaccineWeek</a></p>	 <p>Protect their health now and for the years ahead. Are your preteens vaccinated?</p> <p>#PreteenVaxCA</p>